

*T*HE
TRADITION OF
*G*IVING

THE SAN DIEGO FOUNDATION
2002 ANNUAL REPORT



THE SAN DIEGO FOUNDATION
THE CENTER FOR CHARITABLE GIVING



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A LETTER FROM THE FOUNDATION

The heart of philanthropy is a commitment to a larger sense of purpose and the needs of others. This past year, we have seen this develop and grow in the inspiring ways individuals from across the nation came forward to support the families and communities so devastated by the events of September 11.

Philanthropists come from all walks of life—every nationality, income level, lifestyle. But what distinguishes them is their willingness to share their resources and time with others. They give to museums, churches and schools out of personal interest, but also because they know these institutions serve many people and contribute to a better quality of life for all. The San Diego Foundation is an organization committed to helping many people realize their hopes and dreams by linking donors to worthy initiatives, while continuing to grow philanthropy region-wide.

The challenge of philanthropy is to give in ways that serve individual interests, while building a sense of community and civic capacity. By cultivating extensive knowledge of community issues and introducing donors to important grantmaking opportunities, The San Diego Foundation is facilitating significant social investments in San Diego County. The Community Knowledge program is one way The Foundation engages donors eager to understand the array of issues and problems affecting the region so that their giving can have an impact on the community. Through volunteer working groups, The Foundation identifies and analyzes critical needs in San Diego. The goal is to ensure that all of San Diego's community needs are represented and can benefit from the philanthropy of individuals and foundations.

These days, however, non-profits must be more effective. People demand more results for the dollars they donate, as evidenced in many of the statements in the study we commissioned, "Building The San Diego Tradition of Giving." At The San Diego Foundation, we are seriously examining what the future role of philanthropy should be. At the same time, we continue to focus on being as effective as we can be with every resource at our disposal.

To this end, we have a new initiative focused on organizational effectiveness—in both our own operations and the organizations we fund. We are developing a talented pool of professionals and experts in a variety of fields—from human resources, to the arts, to our board of governors, to the network of volunteers that have been growing and diversifying over the years. Simultaneously, the number of funds we advise and manage has grown from 105 to more than 760 in just the past five years. This made possible close to \$35 million in grantmaking last year.

This report offers you a look at the people and the state of philanthropy. Read their stories. Review the study. These are the people who make a difference. Together, we can build a legacy that will last forever.

We plan to continue to grow and diversify in order to increase investments in the San Diego community, investments that will positively affect the future of all San Diegans for many generations to come.



MARY WALSHOK



BOB KELLY

Mary L. Walshok, Ph.D.,
Chair of the Board of Governors

Bob Kelly, President and CEO,
The San Diego Foundation

s t r e n g t h . . .



...in tradition

The legacy of
philanthropy lives on.

The following features highlight
San Diego families who began a
tradition of giving

THE SAN DIEGO FOUNDATION

THE ROBERT CHARLES PEARMAN FAMILY

RHEN ROBERT PEARMAN's father passed away in 1996, he had saved more money in his lifetime than many successful entrepreneurs. A former mailman in Jamaica Queens, New York, Mr. Pearman taught his children, Robert Jr. and Carolyn, the power of education, competitive sports and the importance of being a good citizen.

He left his son an inheritance that prompted Robert Jr. to open a scholarship fund at The San Diego Foundation in his father's honor. Robert Sr. had only graduated from high school, but it

was the Depression, and he had a family to support. That didn't stop him from passing on his hopes and dreams to his children. Mr. Pearman, with the help of his relatives, put Robert Jr. through Yale University, where he earned a law degree, and his sister, Carolyn,

through the Fashion Institute of Technology in New York, which led to a career in retail.

LEARNING BY EXAMPLE

"My father used to tell me, 'Robert, certain people are takers. Others are givers.' He was a man of integrity," remembers Robert. "Dad's brother was an Olympic runner. Dad would wake him up every morning to make him train, then push him in the evening to hit the books. He even had me golfing at age 9 at Bethpage Golf Course in New York."

Robert Charles Pearman Jr. knows he grew up with what is now considered a modern-day luxury—an extended family. He had an abundance of role models in his neighborhood, including aunts, uncles and grandparents who were politicians, religious leaders and academics. Those role models helped shape Robert into the civic leader he is today. Robert sits on the board of the National Housing Law Project and the Oceanside Transportation Commission. His expertise in real estate, business and public law has been a tremendous asset to these organizations. Additionally, Robert has been an active member of the Big Brothers program for a decade.

"I was lucky to have so many relatives that



Robert Pearman

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Pearman family – left to right: Carolyn, sister; Robert Pearman Sr., father; Audrey, mother; and Robert Jr.

opened me up to the arts, culture and education," he says. "I'm concerned that children today seem to read less, with all the video games they play. When I was a kid, I couldn't wait for the paper to come in the evenings."

OPENING DOORS FOR OTHERS

With that focus in mind, Robert added a gift of stock to his father's initial inheritance to endow his scholarship fund for generations to come. Robert, Carolyn and their cousin, Reginald Pearman Jr., review the applications. Their first scholarship recipient, Jessica Hunt, was a swimmer, student body president and a 3.0 student at Morse High School. Robert describes Jessica as a real "dynamo" and looks forward to tracking her progress at San Diego State University this year.

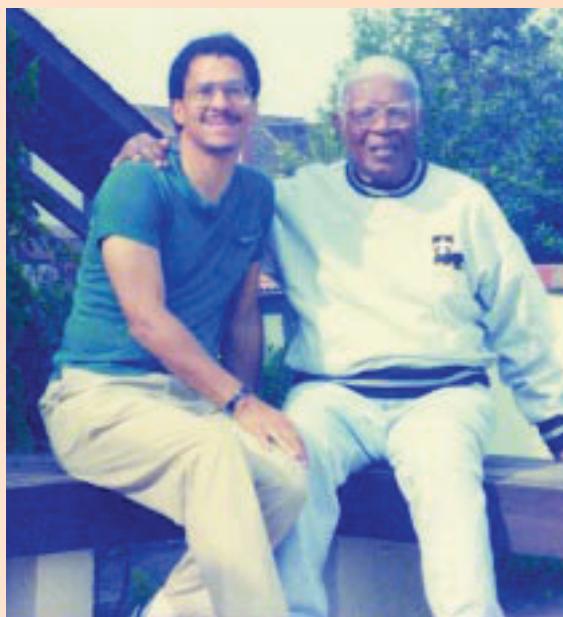
"This scholarship means so much to me," says Jessica, expressing her appreciation for Robert Pearman and his family. "It has enabled me to go to a four-year university to fulfill my dream of being a doctor, without having to go into debt and use credit cards as so many of my friends need to do." She would like to become a child psychologist or pediatrician. She says she cannot imagine a more gratifying vocation than to help raise healthy, happy children, and she knows that her pursuit of higher education will enable her to work in such a rewarding profession. In addition, Jessica is looking forward to returning the investment the Pearman family has made in her future: "I plan to give back to my community and my people what they gave to me."

Robert and his family members look forward to opening the fund in the future to more African-American students like Jessica. "Scholarships are a way of sacrificing unselfishly to help a student, much the same way parents help their own children," says Robert.

Olive Ashford,
Robert's aunt



People in the Pearman family – left to right:
Astoria Pearman, R. Pearman's grandmother and
mother of the other four in this photo;
Robert Pearman Sr., (father); Mary Pearman, aunt;
William Pearman, uncle; and Olive Ashford, aunt



Robert Pearman Jr. and Sr.